



Sponsorship Agreement BeachFest Matthews 2015

This agreement made and entered into this 1st day of January 2015, by and between the **Town of Matthews** herein after referred to as “**Festival**” and _____ herein after referred to as “**Sponsor**”.

Type of Sponsorship: Exhibitor/Display

The Sponsor will receive the following benefits in exchange for the sponsorship fee:

- Recognition as Exhibitor/Display sponsor.
- Sponsor logo inside Charlotte Observer Newspaper- special BeachFest Matthews Festival insert. (Four-page special section, full South Mecklenburg distribution on Thurs. May 7th.)
- Company name and logo on festival web page with link to your site.
- 10' x 10' booth space on Sponsor Row for promotion, data collection, lead generation, interactive activities.
- Sponsor name will be displayed on stage-side banners.
- The Sponsor has full merchandising privileges to promote the Festival in the marketplace. The festival logo maybe incorporated on all materials by the Sponsor.
- Sponsor will be a part of printed materials including festival posters, flyers.
- Sponsor will receive recognition in announcement form from the main entertainment stage.

Additional Sponsor Needs:

*Sponsor will pay a sponsorship fee of **\$750**, and provide the following services to the Festival:*

- Staff an interactive promotional exhibit for the duration of the festival, and promote the event to clients, mailing lists, etc.
- Bring tent and display pieces needed for exhibit. (Tables, chairs, electric, and a light will be provided by Festival.)
- Briefly describe your exhibit activities: _____

____ Sponsor Initial
____ Festival Initial

This agreement shall be for the 2015 year term, commencing with BeachFest Matthews 2015, and ending after BeachFest Matthews 2015.

Sponsorship fees due by March 31, 2015. Please make checks payable to the Town of Matthews.

Mailed to: Town of Matthews Parks & Recreation/BeachFest
Matthews Community Center
Attn: Lee Anne Moore
100 McDowell Street
Matthews, NC 28105

UNDERSIGNED ACKNOWLEDGES AND AGREES TO THE TERMS OF THIS CONTRACT:

Sponsor Printed Name: _____

Signature: _____

Title _____ Date _____

Organization:

Address:

Address:

Attn:

Phone:

Email:

Festival Printed Name: Lee Anne Moore

Signature: _____

Title: Special Events Manager Date:

Town of Matthews
Parks, Recreation, & Cultural Resources Dept
100 McDowell Street
Matthews, NC 28105
704-708-1261
lamoore@matthewsnc.gov





7th Annual **BeachFest Matthews QUICK FACTS**

Friday May 8th 6pm – 10pm
Saturday May 9th 10am – 10pm

Downtown Matthews, NC
In & around Stumptown Park (120 South Trade Street)

Bringing the BEACH and BOARDWALK to Matthews!

- ***Incredible 2015 Lineup of Carolina Beach Music Bands***
The Entertainers, The Fantastic Shakers, The Castaways, Ken Knox & Company, and The Swingin' Medallions!
- ***Shag Dancing***
- ***Rides & Amusements***
- ***Children's Inflatable Village***
- ***Boardwalk Food Vendors***
- ***Commercial Exhibitors***
- ***Matthews Chamber Arts & Crafts***
- ***Children's Beachy Crafts by Community School of the Arts***
- ***New in 2015: NSRA "Cruisin' the Strip" Street Rod Car Show!***
- ***Important Exhibitor/Sponsor Details:***



The festival continues to become a destination for everyone that enjoys good music, family fun, and a relaxed atmosphere close to home.



We look forward to nearly 15,000 attendees at BeachFest this year – that's nearly 15,000 potential customers for our partners!



Our advertising will again include the Matthews-Mint Hill Weekly, WBTV, radio partner 107.9 The Link, as well as our valuable Charlotte Observer special section insert, CLT, and online presence.



Exhibitor spaces offer the opportunity for you to interact one-on-one with potential clients. Distribute promotional information, samples, or coupons. Use signage and banners to promote your community messages. We can tailor your Exhibitor package to meet your marketing goals and objectives!



Want to get additional visibility during BeachFest this year? Several sponsorships are still available: Main Stage Sponsorship \$1000, New NSRA Street Rod Car Show \$1000

- ***"Come put your toes in the sand at BeachFest Matthews 2015!"***

